

Message Text

UNCLASSIFIED

PAGE 01 CAIRO 10467 041331Z

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 041235Z AUG 76
FM AMEMBASSY CAIRO
TO SECSTATE WASHDC 5793
USDOC WASHDC

UNCLAS CAIRO 10467

E.O. 11652: N/A

TAGS: BEXP, EG

SUBJECT: CAIRO INTERNATIONAL FAIR, MARCH 7-21, 1977

1. EMBASSY RECENTLY RECEIVED OFFICIAL NOTIFICATION FROM GENERAL ORGANIZATION FOR INTERNATIONAL EXHIBITIONS AND FAIRS THAT THE CAIRO INTERNATIONAL FAIR WOULD BE HELD MARCH 7-21, 1977. BASED ON PREVIOUS US PARTICIPATION IN 1975 AND 1976 FAIRS, THE PLANNING COMMITTEE HAS TENTATIVELY RESERVED 680 SQUARE METERS OF SPACE FOR US DISPLAYS. PLEASE ADVISE ASAP IF USG WILL SPONSOR US COMMERCIAL PARTICIPATION IN SUBJECT EVENT AS DISPLAY SPACE RESERVATIONS MUST BE CONFIRMED BY SEPTEMBER 1.

2. EMBASSY BELIEVES USG PARTICIPATION IN FAIR HAS BEEN HIGHLY EFFECTIVE METHOD OF PROMOTING US GOODS AND SERVICES IN LARGE EGYPTIAN AND MID-EAST MARKETS. OF CONSIDERABLE ADDITIONAL IMPORTANCE, IT ALSO SERVES TO DEMONSTRATE OUR CONTINUED INTEREST IN AND SUPPORT FOR GOE ON POLITICAL LEVEL. THEREFORE, ASSUMING POSITIVE DECISION TO TAKE PART, WE URGE USDOC INITIATE NECESSARY ACTION TO PROMOTE SUBJECT EVENT AND IDENTIFY US FIRM PARTICIPANTS.

3. LAST YEAR'S EXHIBITION REQUIRED 980 SQUARE METERS OUTDOOR DISPLAY SPACE FOR HEAVY EQUIPMENT, 760 SQUARE METERS OF INDOOR SPACE. DEPENDING ON USDOC'S ESTIMATE OF PARTICIPANT LEVEL, WE SHOULD RESERVE ANY ADDITIONAL SPACE AT THE TIME WE CONFIRM INITIAL RESERVATION.

4. EMBASSY POUCHING COPY OF OFFICIAL NOTE AND THAT OF EXHIBITION AREA WITH DISPLAY SPACE MARKED FOR USDOC INFO.

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EILTS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 04 AUG 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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Margaret P. Grafeld
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